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A G R I C U L T U R A L   M A R K E T I N G

U.S. DEPARTMENT OF AGRICULTURE

(Script No. 12.....For Use During  
The Period November 24-December 6, 1947)

PART I: -----NATIONAL FOOD SUPPLY (PP 1-7)

PART II: -----POULTRY MARKETING SITUATION (PP 8-13)

PART I: ----- NATIONAL FOOD SUPPLY (7½ Minutes)

ANN: The marketing of America's food is of direct concern to everyone --- farmer, distributor, and consumer. Today, Station \_\_\_\_\_ presents another in a series of broadcasts designed to tell farm and city people more about the latest developments in the field of agricultural marketing.. It's Thanksgiving season once again --- when all Americans take a little time out to count up their blessings.....With food prices at high levels and some foods still scarce, you might think there was not much in the food marketing situation to be thankful for when we gather around the table these days. Actually, though, in spite of all our problems, we Americans are still about the most fortunate people in the world today. Our old friend \_\_\_\_\_, of the Production and Marketing Administration is going to tell us some of the reasons why. Despite many of the dark spots in our food picture we're really a lot luckier than most people realize, don't you think, \_\_\_\_\_?

PMA: I think we are, \_\_\_\_\_. Most of us go along all year, wrapped up in our day-to-day cares and worries. Then along comes Thanksgiving and we sit back and take stock and find out how much we have to be thankful for.



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ANN: I guess that's one of the main reasons why most of us are so fond of this holiday season.....Not that the drumstick and the pumpkin pie have nothing to do with it.

PMA: I think you're right, \_\_\_\_\_. Of course there is no glossing over the fact that the food situation is a serious one these days....not only in hungry Europe and Asia but in this country too. The relatively short corn crop this year for example has given all of us some deep concern. And this short crop will be reflected in next year's food supply --- particularly the supply of meat products.

ANN: Even in this serious feed grain situation, though, we can find some things to be thankful for --- if we look hard enough. I notice in the November crop report, for example, that while the total corn crop is even lower than some earlier estimates the quality of the corn that was harvested has shown a lot of improvement --- which means we'll get a great deal more feeding value from this crop than we thought possible a few weeks ago.

PMA: Yes, that's right. And we can find a lot of other heartening things in the last crop report. For example, while our feed grain output is down somewhat farmers this year have grown the largest quantity of food grains in history..... There's another thing we shouldn't forget while we're talking about this year's crop. Even with corn output down our total food production will still come within one percent of the average for the past five years. And, as you know, \_\_\_\_\_, that means a great deal more food output than in any year before the war.





ANN: We have only to compare the situation in this country with conditions in Europe and Asia to see just how many and great our blessings are. All the reports I have read seem to point to the fact that world food supplies during the coming year are going to be even tighter than they were this year.

PMA: I believe that's right. In Western Europe bad breaks in the weather --- which started with last winter's severe freezes --- have come one after the other. And in the Far East --- where diets are normally terribly low by our standards --- food production was lower than usual last year and doesn't appear to be any better in 1947. It looks like food supplies in these deficit producing areas will be critically short --- at least until next fall, and maybe longer.

ANN: Most of us realize that if we are to insure peace and prevent economic collapse in Western Europe and the Far East we'll have to keep food moving to these areas in the largest possible quantity. I suppose we have to face the fact that that will cut into supplies in this country to a certain extent.

PMA: Yes, \_\_\_\_\_, total food supplies in this country are expected to be a little under this year's abnormally high level. But in spite of maximum food exports to meet the urgent need abroad Americans will still be eating more food than they did both during and before the war.





ANN: When you say that are you taking into consideration the possibility that crop production next year may be down? After all, in the past five years we have kept up a level of farm production in this country which was higher than most believed possible. During this period most of the breaks in the weather have been in our favor. But our luck can't hold out indefinitely. We've already seen this year what an unlucky turn in the weather could mean to our corn crop. And I understand that weather has recently been hampering the seeding of winter wheat.

PMA: That's right, \_\_\_\_\_. A lot of us are worried about next year's wheat crop. On the first of November winter wheat seeding was far behind schedule in some sections of the Great Plains States. That, of course, could have serious consequences for next year's wheat harvest. On the other hand, though, seeding has gone along pretty well in most of the other important winter wheat areas --- and it looks like we'll have increased acreage from these sections too.....

ANN: .....That's encouraging.....

PMA: .....You're right, of course, about the dangers of a bad break in the weather during the next year or two. Secretary of Agriculture Anderson has repeatedly pointed out that it is very hazardous for the whole world to be dependent on continued bumper crops in this country. That's why he thinks it's so important for us to help get food production in foreign countries back up to pre-war levels.







ANN: In the meantime, though, we're going to have to keep on conserving food in this country so that we can ship as much as possible abroad.....Let's get back now to the prospect for our food supply in this country next year. You said a moment ago that even though food supplies may be less than this year's and food exports would continue at a high level, the average American will still be eating more food than before the war.

PMA: That's what the Bureau of Agricultural Economics predicts. It's pretty certain that we'll have less food from livestock next year. And, unless growing weather is unusually favorable again, total food production will be under what it was in 1947. Even so, though, we'll be eating more of many foods than we did this year.

ANN: ....Such as?.....

PMA: Well it's likely that we'll get more sugar, cheese, butter, bananas, and dried fruit than we did this year.

ANN: But I suppose we'll be getting somewhat less of some other foods.

PMA: Yes, we'll probably have smaller supplies of lard, sweet-potatoes, meat, chicken, and some canned fruits. The average citizen, though, will probably eat just about the same amount of most other foods as he did this year.

ANN: And when you total that all up it means that we'll still be eating a lot more food in this country than we did before the war, is that it?







PMA: Just about. Take meat for example. The latest estimate is that we'll have about a billion and a half pounds less of all meat next year. But even so that will still leave about one-third more meat than we averaged in the five year period just before the war. We'll probably use about one-quarter more dairy products and 20 percent more milk, too.

ANN: You just said that butter supplies were likely to be up next year.

PMA: That's right. If the use of milk in the manufacture of whole milk dairy products declines as it is expected to next year, butter consumption may reach 12 pounds per capita.

ANN: Will that apply to other fats and oils too?

PMA: No, I'm afraid not, \_\_\_\_\_. Imports of food fats and oils will remain small next year. And, even if domestic output of soybean and cottonseed oils is as high as it was this year, we'll still have some decline in edible oil production in the latter part of next year.

ANN: So it's still important for us to keep on salvaging every last drop of used kitchen fats.

PMA: Most emphatically. The world shortage of fats and oils is still terribly acute. Every bit of used fat that is saved in this country means a great deal in helping to build up food supplies abroad.

ANN: And of course it also helps in the production of scarce industrial products in this country.....But to get back to next year's food supply outlook in this country. What does the BAE say about poultry products?







PMA: Well, it looks like there will be less chicken meat per person during 1948. But here again there will still be about twenty-five percent more chicken for American consumers than there was before the war. And with both egg and turkey production expected to remain at about present levels, supplies of both these foods will also be considerably above what they were before the war.

(USE FOLLOWING CLOSE IF PART I IS USED AS A SEPARATE SCRIPT.)

ANN: If Americans can continue to look forward to bigger food supplies than before the war --- in spite of large-scale aid to Europe and possible drops in total food production --- I guess we can really consider ourselves pretty fortunate..... Thanks for being with us today, ..... Friends, you have been listening to another in a series of programs on agricultural marketing, brought to you by Station \_\_\_\_\_ with the cooperation of the U. S. Department of Agriculture. Our guest today was \_\_\_\_\_ of the \_\_\_\_\_ office of the Production and Marketing Administration.

(MORE)







A G R I C U L T U R A L      M A R K E T I N G

(Script No. 12...For Use During  
Period Nov. 24---Dec. 6, 1947.)

PART II: -----POULTRY MARKETING SITUATION (7½ minutes)

(USE FOLLOWING INTRODUCTION IF PART II IS USED AS A  
SEPARATE SCRIPT.)

ANN:       The marketing of America's food is of direct concern to everyone --- farmer, distributor, and consumer. Today, Station \_\_\_\_\_ presents another in a series of broadcasts designed to tell farm and city people more about the latest developments in the field of agricultural marketing.....A recent BAE report predicted that while next year American consumers will probably eat somewhat less chicken meat than they did this year, supplies of chicken, eggs, and poultry are expected to continue considerably above what they were before the war. We've invited to our studios today \_\_\_\_\_, of the Production and Marketing Administration to tell us something about the poultry marketing outlook.....

ANN:       .....A few weeks ago the Department of Agriculture, the Citizens Food Committee, farm organizations, and the poultry industry joined in a new intensive poultry culling program to save grain. As a result of this program, "Poultryless Thursdays" have been discontinued. I wonder, \_\_\_\_\_, if you could tell our listeners how this culling drive fits into the poultry marketing picture.





PMA: I'll be glad to, \_\_\_\_\_, because I think it's very important for every citizen to understand just what we are trying to accomplish in this food conservation campaign --- and how we are trying to do it.

ANN: This new drive was started by a recent pledge from the poultry industry to bring the number of layers on farms down to 400 million by the first of the year. Isn't that right?

PMA: Yes. Meeting that goal would mean a saving of about thirty million bushels of grain feed during 1948, or almost one-third of the 100 million bushel objective.

ANN: You mean thirty million bushels more than would be saved if poultrymen culled at a normal rate.

PMA: That's right. Normally about fifty million birds are sold during the last two months of the year. But if the nation's laying flock is brought down to 400 million by the first of the year that will mean culling of forty million hens over and above the normal fifty million.

ANN: That makes a total of ninety million chickens. With all of these coming on the market during this two-month period, aren't the marketing channels likely to become clogged?

PMA: They are, particularly with the big holiday movement of turkeys at the same time. It's absolutely necessary that all birds be off the farm by the end of the year if our grain conservation goal is to be achieved. So we in the Department of Agriculture and the poultry industry itself are cooperating in an effort to get consumers to take full advantage of the opportunity to buy these mature birds --- mostly stewing chickens --- at reasonable prices.





ANN: You want to inform consumers, in other words, that there will be lots of this type of poultry on the market and that they are likely to be good bargains.

PMA: Exactly. These 90 million laying hens are fine stewing chickens. And in these days of high meat prices poultry is a good buy. Normally, you know, poultry sells for about one and one-quarter times the price of beef and pork. These days it costs consumers only about three-quarters of what these two meats cost.

ANN: Then consumers will find a double incentive to eat more stewing chickens --- they'll be helping save critical grain supplies and at the same time helping to take some of the strain off their own food budgets. I understand that you are also urging people to freeze and can this chicken at home.

PMA: Yes we are. This big push on eating stewers comes during the holiday season, when a lot of turkeys are decorating the family dinner table. For this and other reasons we know that it's/<sup>not</sup>going to be easy to move all these ninety million hens into direct consumption during these two months. So we're suggesting to consumers that they can and freeze stewing chickens at home now when the price is attractive. They can then be saved for spring when chicken is likely to be scarcer.

ANN: And by doing that we can help provide an outlet for these culled birds so that poultrymen can cut their flocks and conserve grain ..... Where do the eggless days fit into this pattern of grain conservation, \_\_\_\_\_?





PMA: Eggless days are still highly important, \_\_\_\_\_. Right now storage holdings of eggs are at a record low. But if everyone observes "Eggless Thursday" that will keep some of the pressure off the egg market, help to stabilize prices, and induce poultrymen to keep their laying hens moving to market during this critical period. We're very hopeful that all these steps taken together will bring poultry flocks down considerably and save large quantities of grain now.

ANN: It's certainly important that we do everything we can do to bring down the use of feed grains on farms. And it's a great thing to see the poultry industry cooperating so wholeheartedly in this effort. But it seems to me that with all these culled hens coming on the market in the short period until the first of January, markets are likely to become so glutted that poultrymen will take a beating on the price.

PMA: There is that danger, of course. To avoid the possibility that poultrymen will be penalized for their cooperation in this grain conservation campaign by collapsing prices, the Department recently announced a purchase program for these birds.

ANN: How will that work?

PMA: Well the Department will buy dressed and live poultry from vendors who certify that they have paid certain guaranteed prices to the producer.





ANN: In that way these dealers are assured that they will receive a fair price for all the culled hens that they buy now.

BMA: Yes, and this assurance of a fair price and a guaranteed market will encourage poultrymen to cull their flocks. There's another important element to this purchase program.

ANN: What's that?

PMA: Well by buying these birds now the Department not only keeps them from eating scarce grain during this critical season but it provides a stockpile of poultry meat which will be available for consumer use next year when poultry supplies are likely to be a great deal shorter than they are now.

ANN: With all these elements of the program working together there would seem to be every incentive to reach this goal of culling forty million additional hens and saving thirty million bushels of grain feed. But how about next year? With the prospect of a shorter wheat crop next spring and continued tight feed supplies it would seem necessary to keep poultry flocks from being built up again too soon.

PMA: That's true. Otherwise we would be in danger of putting additional pressure on our feed supplies at a time when we will need continued large grain shipments under the European Recovery Program. Both the Department and the poultry industry recognize this possibility and the industry has made four additional pledges --- besides the promise to cull 40 million additional hens.



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ANN: What are they?

PMA: Well, first of all they have promised to reduce the hatch between November 1 and January 31 by one-third.

ANN: That will mean a lot less broilers.

PMA: But more important, it will mean a saving of about six million bushels of grain. The poultry people have also promised to reduce the 1948 spring hatch by seven percent.

ANN: Since the spring hatch is the most important of the year that should also mean a sizeable saving in grain feed.

PMA: It will. This saving is estimated at fifteen million bushels. There will be large-scale conservation of grain also by their promise to cut turkey and duck production by twelve percent next year.

ANN: How much feed will be saved there?

PMA: Well, we estimate that there will be about four and three-quarters million bushels saved from the cut in turkey output and about 350,000 bushels by the cutback in ducks.

ANN: By quick addition that seems to be over thirty million bushels of grain that will be conserved next year ----- in addition to a similar amount that we are trying to reach

during the last two months of 1947.....But it appears that our time is about up now. Thank you \_\_\_\_\_ of the Production and Marketing Administration for being with us today to talk over the poultry marketing outlook and the grain conservation campaign.....Friends you have been listening to another in a series of public service broadcasts on agricultural marketing, brought to you by Station \_\_\_\_\_, with the cooperation of the United States Department of Agriculture.

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